

# WHY TRY TO PUBLICIZE?

**Directions:** Articles about each of the following activities appeared in a local newspaper. Read the activities and decide why business organizations sought publicity for the activity. Write your responses in the spaces provided.

1. Cathy's Corner, a woman's clothing store, supplied the clothing for a fashion show sponsored by the Jaycees to raise money for needy families.
2. A news conference was held by Ford Motor Company to announce the development of a car that is powered by water.
3. Once a month, Smith, Inc., a local manufacturing company, chooses an employee of the month. An article about the employee is sent to the local newspaper, and the employee's name is displayed on the company's marquee.
4. A local Boy Scout troop is sponsoring a trading-card show in order to raise money for camp.
5. The Portside Inn, a formal restaurant, donates a \$50 gift certificate to a community organization for its annual raffle.
6. A restaurant is sponsoring a benefit night for the local DECA chapter. Management will donate 20% of the restaurant's profit for the night to the chapter's treasury.
7. The local supermarket annually donates 25 turkeys to a soup kitchen to feed the homeless on Thanksgiving.
8. A local department store is hiring senior citizens as hosts and hostesses to greet people and hand out free shopping bags during the holidays.
9. A major airline was accused of price fixing. The company will give anyone who flew on the airline in the last two years a 25% refund on the price they paid.
10. A textbook company has developed a new marketing textbook. Management sends employees from the public relations department to a national conference for marketing teachers in order to present the textbook.

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To keep the business in the public eye

2. A news conference was held by Ford Motor Company to announce the development of a car that is powered by water.

To introduce new products or product lines

3. Once a month, Smith, Inc., a local manufacturing company, chooses an employee of the month. An article about the employee is sent to the local newspaper, and the employee's name is displayed on the company's marquee.

To foster good human relations

4. A local Boy Scout troop is sponsoring a trading-card show in order to raise money for camp.

To publicize a special event

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To keep the business in the public eye

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To inform the public about the business's philosophy

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To inform the public about the business's philosophy

9. A major airline was accused of price fixing. The company will give anyone who flew on the airline in the last two years a 25% refund on the price they paid.

To combat a bad image

10. A textbook company has developed a new marketing textbook. Management sends employees from the public relations department to a national conference for marketing teachers in order to present the textbook.

To introduce new products or product lines